

## ABSTRACT OF THE DISCLOSURE

[Object] To provide an organic electroluminescent element driving circuit to which a reverse-bias is applied, with neither substantial increase in power consumption nor increase in layout space involved.

5        [Solving Means] With switches 20-1 and 20-2 arranged, electroluminescent elements are set to be in a reverse-bias state. The pixels are reverse-biased on the basis of a group of predetermined pixels at a time, for example, the pixels are reverse-biased on a pixel-by-pixel basis or on a line-by-line basis, or all pixels are reverse-biased at a time. In this way, reverse bias can be applied without the need for an  
10 additional power source, and with neither substantial increase in power consumption nor increase in layout space involved. The service life of the organic electroluminescent element can thus be prolonged.